

## **ABSTRACT**

A method for facilitating the exchange of information between vendors and seekers of products and services comprises the steps of

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entering vendors' item records as listings in an electronically searchable data structure;

10 searching said data structure on the basis of seeker queries generated by seekers;

15 subsequent to matching a seeker's query with listings of one or more vendors making available the identity of the seeker for viewing by the vendor corresponding to the matched listings and making available the identity of said vendors for viewing by the seeker.

20 Accordingly vendors are able to determine the identities of seekers who have been perusing their item listings. In a preferred embodiment the vendors are able to nominate seekers who are to be denied access to particular vendor records.